

# ST. LOUIS CATHOLIC

## VISUAL IDENTITY



\* A digital version of this guide along with downloadable files of the logos, word marks and symbols mentioned in this guide can be found on the St. Louis Catholic website at [www.slchs.org/visualidentity](http://www.slchs.org/visualidentity)

### **A Quote from Our Rector**

Our school motto, “Honor and praise God in all ways” is fitting for a place that excels in many areas. Our task is to see the face of Christ piercing through the fabric of Athletics, Music, English, Science, Art, Chess, and History.

Father Nathan Long

### **A Word from Our Advancement Department**

St. Louis Catholic has been educating the minds and forming saints since 1970. In order to honor this rich and storied tradition, a comprehensive branding and style guide has been developed to direct the visual standards of the school. This guide was created after a research and survey process which utilized feedback from a number of key constituents including faculty, students, parents and alumni.

Providing a consistent and comprehensive visual identity that is progressive and bold, this guide will assist in enhancing and promoting the public image of our school and its mission. Included in this guide is a wide variety of approved logos and word mark options, and specific directions on how, when and where to utilize and represent the St. Louis Catholic brand. The success of these new standards relies upon the understanding, cooperation and active support of the entire Saints community without exception.

In moving forward, this style guide represents the visual identity of St. Louis Catholic. As the school continues to grow and evolve, the style guide will be revised as needed. The management of these standards will fall under the Office of Advancement.

If you have questions regarding our visual identity standards or would like a copy of this guide, please contact the Advancement Office at 436-7275 ext. 237

## **THE MISSION OF ST. LOUIS CATHOLIC**

Called as friends of Jesus Christ and led by the knowledge and wisdom of the Holy Spirit, we gather to honor and praise God the Father in all that we do in Faith, Academics & Athletics.

## **THE TAGLINE OF ST. LOUIS CATHOLIC**

Honor & Praise God...in All Ways!

## **WHAT IS THE VISUAL IDENTITY?**

The visual identity of St. Louis Catholic, which establishes consistent visual elements, allows the stakeholders and desired consumers to immediately recognize and make instant connections with the school.

These separate visual elements — logos, fonts, typography, schemes, and colors — when combined, create associations and expectations that encapsulate and convey the symbolic meanings of St. Louis Catholic that cannot be expressed through words alone.

The goal of this visual identity is to represent the values, ideas and personality of St. Louis Catholic in an easily recognizable manner and to set the standard for all associated marketing materials.

## **WHY IS BRAND CONSISTENCY IMPORTANT?**

Like the school, our brand has enormous influence. Creating a brand identity with consistent visual elements will help to shape how people see St. Louis Catholic. The look, feel and tone contained in these standards shows not only who we are, but what we aspire to achieve.

All of St. Louis Catholic's visual elements should follow a consistent visual style, or brand standard, across all marketing materials. The brand standards for St. Louis Catholic set it apart from competitors and allow it to gain recognition among its target audience.

These standards also work to establish guidelines directing the target audience how, where and when St. Louis Catholic's visual elements should be used and becomes the St. Louis Catholic branding Constitution.

Through these standards, the community becomes accustomed to the St. Louis Catholic brand through consistency making them more likely to understand the St. Louis Catholic mission and values.

These standards guide everyone — from employees and partners to outside vendors and printers — in understanding how to use the brand's elements appropriately thus preserving St. Louis Catholic's value, services and mission.

# ST. LOUIS CATHOLIC

## VISUAL IDENTITY

### PRIMARY LOGO

The goal of the primary logo is placing an emphasis on the cross which represents the strong religious values of St. Louis Catholic. It is imperative that the cross not be manipulated in any way. It is important that the St. Louis Catholic Saints always remain proportional in size to each other and that the strokes on the letters and cross stay at equal proportion in width when resizing the logo. The new stroke pattern will allow for the logo to be placed on any background color without the need to make variations to the logo or the strokes.

### UNIFORM LOGO COLORS

\*NOTE\* The logo will be embroidered in the Navy pantone color below on the school uniform shirts and white on the outerwear including fleece & sweaters. All incoming freshmen beginning with the 2019-2020 school year are required to purchase uniforms with the new logo to be in compliance with school requirements.

Girls Short Sleeve & Long Sleeve    Boys Short Sleeve & Long Sleeve



### NEW UNIFORM TIE

Beginning in 2019-2020, all boys will have this tie as part of their official St. Louis Catholic uniforms. It must be worn on Wednesdays when Mass is celebrated at school. Please purchase from our uniform supplier, Southern Drifter, in Prien Lake Mall (337-602-6668).



# ST. LOUIS CATHOLIC VISUAL IDENTITY

## ACADEMIC CREST



## FULL HORIZONTAL LOGO



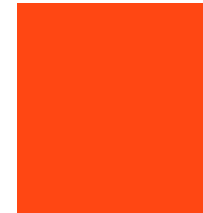
## HORIZONTAL LOGO SPORTS & CLUBS



## PRIMARY BRAND COLORS

PANTONE 287

PANTONE 172

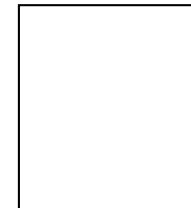


## SECONDARY BRAND COLORS

BLACK

WHITE

PANTONE 424



# ST. LOUIS CATHOLIC

## VISUAL IDENTITY

### MORE ON THE PRIMARY LOGO

To account for different background colors in situations when the full-color horizontal logo is not able to be used, we offer some different options in two color.

#### TWO COLOR

SAINTS and the cross can be used with the approved orange or blue with an outline stroke of white around SAINTS and cross. All wording St. Louis Catholic, school sport or club word mark\* and line are in white.



#### ONE COLOR

SAINTS, the cross, St. Louis Catholic, school sport or club word mark\* and line are all the same color. Available in approved blue, orange, gray or white.



#### TWO COLOR

SAINTS, the cross and St. Louis Catholic can be used with the approved orange or blue. School sport or club word mark\* and line are in white.



\*Word mark **LIBERATOR FONT.**

## THE MASCOT

You may use either the Saint or Lady Saint as the mascot for your club or sport. You may use either the Saint or the Lady Saint as the mascot for your club or sport. Their hair color, eye color, halo color, facial features and white clothing may not be re-purposed in any way, nor may they be holding anything such as sports equipment in any design.





# ST. LOUIS CATHOLIC

## VISUAL IDENTITY

### LETTERMAN S

In 2018 St. Louis Catholic debuted a new Letterman S. The stroke must never be altered and must remain consistent when resizing. The letter S must always be filled with orange and outlined in blue, while the word SAINTS must always be filled with blue and outlined in white with the cross as a supporting element on top of the capital N. The cross can never be re-purposed in any way



## USING BRANDING INCORRECTLY

This guide has been created to benefit all parties associated with St. Louis Catholic High School. Please contact the Advancement Department with questions regarding the visual identity.

### DON'TS:

- NEVER use old or unapproved logos.
- Do not alter or distort the logos.
- Do not rotate the logo.
- Do not use unapproved colors.
- Do not add graphic devices (i.e. drop-shadows)

**Our most common branding misuse is utilizing old or unapproved logos, such as the following:**



# ST. LOUIS CATHOLIC

## VISUAL IDENTITY

*Thank You!*

We understand this is a transition process, and the Advancement Department is here to answer all your questions regarding the use of the St. Louis Catholic High School visual identity. This guide may be updated periodically. Please ensure that you have the most updated version of this guide.

**Ashley Ivey-Atkins**  
**Foundation & Planned Giving Specialist**  
[aatkins@slchs.org](mailto:aatkins@slchs.org)  
337.436.7275, ext. 237



Revised 03/29/21